

(For Immediate Release)

Layout Small Business Management Software in Internet Era with Kingdee's KIS and Tencent's Corporate QQ

(14 July 2014, Hong Kong) Kingdee International Software Group Company Limited ("Kingdee International" or the "Group"; Stock Code: 00268.HK), a leading Cloud Management services provider in Asia Pacific region, announces together with Tencent that its product for small and macro business "KIS" and corporate QQ of Tencent have jointly launched innovated application of management portfolio for small and macro business internet transformation and upgrading. Except from the software innovation portfolio, both parties will also focus on the channel construction, market interaction, business model innovation, and jointly explore small business market opportunities in the internet era.

Kingdee International has over 20 years' experience in serving corporates clients, and there are over one million small corporate users' online using Kingdee instant products daily. Tencent corporate QQ, designed for small and medium corporate users, is an instant messaging product with high efficiency, supporting optimized internal and external business communication functions. Tencent corporate QQ has opened API (Application Programming Interface) so that Kingdee KIS can achieve seamless integration with corporate QQ in terms of technology. The integration allows corporate QQ and Kingdee KIS to extend their previous product model to multi-dimensional applications. Combining the strengths of the two brands, Kingdee and Tencent are engaged in the development and innovation of corporate products, leading the revolution of corporate market.

For corporate clients, the combined version of Kingdee KIS and corporate QQ is a solution to meet the needs of both business operation and communication. It has effectively reduced human and financial costs on software purchasing as well as software maintenance, based on the same set of service provider. In terms of corporate management, the seamless integration of corporate QQ and Kingdee KIS can help to meet the needs of corporate management.

Kingdee KIS professional version with seamless integration of Corporate QQ independently owns Corporate QQ account and all functions including organizational structural management, organization address book, video conference, electronic attendance and so on. As a good platform for online product marketing and client management and services, it seamlessly connects 848 million QQ monthly active users, which can not only satisfy corporate internal management demand but also boost external promotion; thereby further providing small sized enterprises with more comprehensive internet small business management solutions.

On the back of the seamless integration of this application, the capacities of Kingdee KIS on operation management solutions as well as corporate internal and external communication have been strengthened, and more diversified applications of Corporate QQ are made possible in the office environment.

With the unceasing competition of the industry, “opening-up and win-win” gradually have become commercial mainstream thinking instead of slavish adherence to the rules which can no longer meet the requirements of market development. Such corporation between Kingdee KIS and Corporate QQ is an innovative attempt and exploration about business corporation for both sides to integrate their superior resources and fulfill creative combination of management application in Chinese enterprises, thus gaining market share in the fierce market competition.

Mr. Robert Xu, Chairman of Kingdee International commented, “With the Group’s over 20-year enterprise management achievements and Tencent’s huge user base, resources and experience, the Group gave insight into future development trend of the corporate Internet market and dug into corporate Internet market. Through win-win cooperation with Tencent, the Group will create new experience of management and communication for the users. I firmly believe that both sides share broad prospects for cooperation.”

- End -

About Kingdee

Kingdee International Software Group Company Limited (“Kingdee” or the “Group”; Stock Code: 00268.HK) was founded in 1993 and headquartered in Shenzhen, PRC. With “Streamline your business process” as its mission and “Walk on ZHENGDAO (right track) and Walk by WANGDAO (noble way)” as its core values, the Group is providing Cloud Management products and services for over four million corporates and government organizations worldwide with the aim to become the world’s leading Cloud Management service provider. The Group consists of Kingdee Software (China) Co., Ltd. with a focus on corporate management software and internet services markets, Shenzhen Kingdee Middleware Co., Ltd. with a focus on middleware business, Kingdee Medical Software Company Ltd. which provides IT integrated solutions provider for medical and health organizations, as well as Kingdee International Software Group (H.K.) Co., Ltd. which focuses on APAC ex-China and overseas markets.

For further information about Kingdee International, please visit the Group’s website at www.kingdee.com.

Investor and Media Enquiries:

Branden Chen
Kingdee International Software Group Co., Ltd.
Tel : 852-2155 3721
Email: branden_chen@kingdee.com

Terence Wong
PRChina Limited
Tel: 852-2522 1368
Email: twong@prchina.com.hk

Summer Gan
Kingdee International Software Group Co., Ltd.
Tel : 86-755-8607 2596
Email: summer_gan@kingdee.com

Vivian Cheung
PRChina Limited
Tel: 852-2522 2823
Email: vcheung@prchina.com.hk

Yanni Huang
Kingdee International Software Group Co., Ltd.
Tel : 86-755-8607 2591
Email: yanni_huang@kingdee.com

Ivy Lu
PRChina Limited
Tel: 852-2522 1838
Email: ilu@prchina.com.hk